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UM sociologist trains African leaders

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UM SOCIOLOGIST TRAINS
AFRICAN LEADERS

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MISSOULA--

Dr. Fred Reed, associate professor of sociology at the University of Montana, has been invited by two African governments to give workshops on communication and population.

Officials in Sierra Leone and Ghana asked Reed to conduct the workshops after he gave a three-month presentation on mass media and zero population growth for key officials in 23 African nations. The program, held in Nairobi, Kenya, was sponsored by UNESCO and the U. S. Agency for International Development.

Since this initial program, Reed has been asked to conduct programs in Liberia, Gambia and Nigeria, as well as Sierra Leone and Ghana. He has completed the training programs in Liberia and Gambia.

In July, Reed will begin a four-week training program for government officials in Sierra Leone. He will be accompanied by a graduate student from the Communication and Family Study Program at the University of Chicago, an employee of CBS Radio, and a commercial artist.

This team will train the government officials in mass communication theory and research as well as in the techniques for promoting zero population growth. The officials will receive training in radio production and zero population growth advertising.

In September, the team will travel to Ghana to begin intensive training of government officials there.

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UM SOCIOLOGIST TRAINS AFRICAN LEADERS

In addition, Reed has been asked by UNESCO for his support in setting up an international system of population workshops. He will begin consulting with UNESCO this fall.

Reed develops instructional slide shows on modernization and economic development of each nation he visits. The instructional slide sets he has done on the 10 countries he has visited are used in UM sociology classes.

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